

MARKÉTA PROKEŠOVÁ

HR SPECIALIST, HUMAN RESOURCES AND HEALTH & SAFETY DEPARTMENT TEAM, CZECH REPUBLIC

Be Aqualia as a driver of cultural transformation in a “people for people” company

Deployment in the Czech Republic

To begin with, let's talk about the implementation of Be Aqualia in the Czech Republic. What are the key factors in transforming a corporate roadmap into a set of actions on the ground with maximum reach?

The deployment of the Be Aqualia project in the Czech Republic has been a key step in creating a new corporate culture and supporting our people in the area of health, with the premise that a healthy and satisfied employee is an efficient employee.

One of the factors that has contributed to this success is conducting a survey among workers about their needs regarding physical and mental health, healthy eating, and company events for a healthy lifestyle. Based on the results, we have organized workshops and events throughout the year, such as the distribution of vitamin supplements at the beginning of autumn, or the MultiSport card to access swimming pools, gyms, and sports and wellness centres.

In all these initiatives, we follow a comprehensive approach to well-being and the balance between personal and professional life. The combination of both perspectives contributes to employee performance and motivation, can help productivity, and ultimately strengthens their long-term commitment to the company.

Employee Feedback

Based on feedback and internal listening, what are the most valued measures? And from the perspective of the People and Culture team, in what aspects do you think Be Aqualia is having the greatest impact?

We evaluate each action carried out in the Healthy Company program (Be Aqualia's health and well-being area). To do this, we send a questionnaire to employees where they can share their impressions and suggestions. 90% of the comments are positive, so the number of actions increases according to this satisfaction.

Among the most valued initiatives are company events, such as 'Bike to work', to replace the car with the bicycle as a means of transport; or 'Holiday Challenge: Conquer the peaks', a mountain activity with colleagues or family members. Another popular event is 'Together to the mountains', a joint employee hike.

Thanks to these actions, employees have the opportunity to get to know their colleagues better, share moments outside of work, and feel more valued by the company. We believe it is necessary to give people security, to know that they can be themselves and that they have the support of their managers in any situation.



"The balance between personal and professional life contributes to employee motivation and strengthens long-term commitment to the company"

Healthy Company

Why this focus on health and well-being within Be Aqualia? What aspects have been considered in designing the actions?

When designing actions for employees, the focus is on their needs. We know that professional development is one of them, and therefore, in 2024 we organized a Management Academy for middle managers and direct supervisors (almost 100 people). The program focused on soft skills, management skills, increasing competencies, team confidence, and mutual respect. Managers understood the importance of working side by side with their teams with time and efficiency.

In the last two years, we have also focused on health care and prevention. A good example is the Healthy Day, where employees can access a medical check-up at the workplace in various specialties. We plan to extend the Healthy Day in 2025 to the larger operations: Ostrava, Havířov, Frýdek-Místek, Opava.

Additionally, we act in the area of mental health, an important but still taboo topic in our country. Activities in which 868 employees (out of a total of 910 employees) participated between 2023 and 2024. The initiative to pay the registration fee for various regional races was also very well received.

New Challenges

Considering the market reality and the company's short-medium term objectives in the Czech Republic, what challenges do you set to continue advancing in Be Aqualia and more specifically in Healthy Company?

We want to continue strengthening the corporate culture, supporting open communication, cooperation, innovation, and team commitment. This involves betting on training and development programs for all levels of employees.

We also consider it very important at this time to focus on psychological safety at work, and promote well-being and medical check-ups. We would like to include workshops to identify strengths and psychological care for managers initially, with the possibility of extending it to all employees later.

Finally, for 2025 we are planning to implement a Safety Day with the aim of creating a safety culture in the company: an environment where employees feel responsible for their own safety and that of their colleagues.